

TSA.GOV Web Performance Metrics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Total Visits

6,305,650

% of Total: 100.00% (6,305,650)



Avg. Visit Duration

00:01:48

Avg for View: 00:01:48 (0.00%)



Pageviews

13,479,842

% of Total: 100.00% (13,479,842)



Unique Visitors

4,676,420

% of Total: 100.00% (4,676,420)



Avg. Pages / Visit

2.14

Avg for View: 2.14 (0.00%)



Avg. Time on Page

00:01:34

Avg for View: 00:01:34 (0.00%)



Bounce Rate

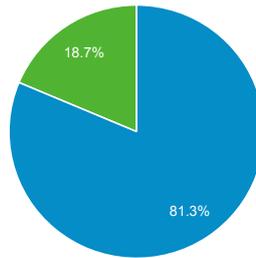
50.02%

Avg for View: 50.02% (0.00%)



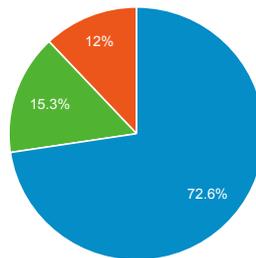
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| What Can I Bring? Transportation Security Administration | 4,289,751 | 40.44% |
| TSA PreCheck® Transportation Security Administration | 1,596,309 | 30.46% |
| Transportation Security Administration Transportation Security Administration | 764,562 | 43.16% |
| TSA checkpoint travel numbers (current year versus prior year(s)/same weekday) Transportation Security Administration | 494,387 | 38.26% |
| Identification Transportation Security Administration | 436,679 | 68.31% |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------|-----------|-------------|
| google / organic | 3,608,120 | 50.06% |
| (direct) / (none) | 1,616,506 | 50.18% |
| bing / organic | 121,853 | 38.49% |
| delta.com / referral | 87,318 | 56.11% |
| search.usa.gov / referral | 71,915 | 41.47% |
| yahoo / organic | 63,782 | 45.28% |
| ttp.cbp.dhs.gov / referral | 58,792 | 44.40% |
| duckduckgo / organic | 54,304 | 51.12% |
| ttp.dhs.gov / referral | 52,057 | 38.64% |
| united.com / referral | 45,532 | 46.26% |

Visits by Social Network

| Social Network | Sessions |
|-------------------|----------|
| Facebook | 31,287 |
| Twitter | 9,568 |
| Instagram | 3,339 |
| reddit | 2,412 |
| LinkedIn | 2,119 |
| Quora | 1,338 |
| YouTube | 1,306 |
| TripAdvisor | 878 |
| Instagram Stories | 203 |
| Naver | 126 |

